constant that is less than 100 times the dissociation constant of a peptide having a sequence FLPSDYFPSV, the motif consisting of the following residues, from the N-terminus to the C-terminus:

a first conserved residue at the second position from the N-terminus selected from the group consisting of I, V, A and T;

a second conserved residue at the C-terminus selected from the group consisting of V, L, I, A and M.

20. The method of claim 19, wherein the amino acid at position 1 is not an amino acid selected from the group consisting of D, and P.

21. The method of claim 19, wherein the amino acid at position 3 from the N-terminus is not an amino acid selected from the group consisting of D, E, R, K and H.

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22. The method of claim 19, wherein the amino acid at position 6 from the N-terminus is not an amino acid selected from the group consisting of R, K and H.

23. The method of claim 19, wherein the amino acid at position 7 from the N-terminus is not an amino acid selected from the group consisting of R, K, H, D and E.

24. The method of claim 19, wherein the immunogenic peptide is from a viral antigen.

25. The method of claim 19, wherein the immunogenic peptide is from a cancer antigen.

26. The method of claim 19, wherein the step of contacting is carried out by administering to the patient a pharmaceutical composition comprising the immunogenic peptide.

27. The method of claim 19, wherein the step of contacting is carried out by contacting is carried out *in vitro*.

28. A method of inducing a cytotoxic T cell response against a preselected antigen in a patient expressing an HLA-A2.1 MHC product, the method comprising contacting cytotoxic T cells from the patient with an immunogenic peptide having a motif of 9 residues, which immunogenic peptide binds the HLA-A2.1 MHC product with a dissociation constant that is less than 100 times the dissociation constant of a peptide having a sequence FLPSDYFPSV, the motif consisting of the following residues, from the N-terminus to the C-terminus:

a first conserved residue at the second position from the N-terminus selected from the group consisting of L, M, I, V, A and T;

a second conserved residue at the C-terminus selected from the group consisting of A and M; wherein the immunogenic peptide is not ALWNLHGQA.

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29. The method of claim 28, wherein the amino acid at position 1 is not an amino acid selected from the group consisting of D, and P.

30. The method of claim 28, wherein the amino acid at position 3 from the N-terminus is not an amino acid selected from the group consisting of D, E, R, K and H

31. The method of claim 28, wherein the amino acid at position 6 from the N-terminus is not an amino acid selected from the group consisting of R, K and H.

32. The method of claim 28, wherein the amino acid at position 7 from the N-terminus is not an amino acid selected from the group consisting of R, K, H, D and E.

33. The method of claim 28, wherein the immunogenic peptide is from a viral antigen.